

B. AMENDMENTS TO THE CLAIMS

In order to better assist the Examiner with the prosecution of the case, the current pending claims have been included in their entirety for which reconsideration is requested.

1. (Previously Presented) A method for rendering a document on a display utilizing a viewer program running on a computer system, comprising:

- receiving primary content of the document to be displayed;
- identifying secondary content to be displayed in conjunction with the primary content;
- determining whether there is available white space within the primary content, when displayed within a display area, to accommodate the secondary content;
- embedding the secondary content in the available white space if it is determined that there is available white space to accommodate the secondary content; and
- responsive to determining the white space is not available, reflowing the primary content to form suitable white space in the display area and embedding the secondary content in the suitable white space formed.

2. (Previously Presented) The method of claim 1 further comprising:

- receiving a user action to change a portion of the primary content currently displayed in the display area;
- determining whether there is available white space within the portion of primary content currently displayed in the display area to accommodate the secondary content; and
- embedding the secondary content in the available white space if it is determined that there is available white space to accommodate the secondary content; and
- responsive to determining the white space is not available, reflowing the primary content to form suitable white space in the display area and embedding the secondary content in the suitable white space formed.

3. (Original) The method of claim 2 wherein the user action comprises at least one of a resizing of the display area and a scrolling of the primary content.
4. (Original) The method of claim 1 wherein the white space is a background to the primary content.
5. (Previously Presented) The method of claim 1 wherein identifying secondary content comprises receiving a designation associated with receiving secondary content indicating that the secondary content is to be persistently displayed within white space within the display area regardless of a user action of at least one of adjusting the portion of the primary content currently displayed within the display area and adjusting a size of said display area.
6. (Original) The method of claim 5 wherein receiving a designation further comprises retrieving the designation from a database accessible to the viewer program.
7. (Original) The method of claim 1 wherein identifying secondary content comprises generating a viewer object containing the secondary content.
8. (Original) The method of claim 1 further comprising automatically resizing the secondary content to fill the determined white space.
9. (Previously Presented) The method of claim 1 wherein the step of determining whether there is available white space further comprises determining the areas of the data elements in the document used through a Document Object Model Interface.
10. (Original) The method of claim 1 wherein the step of reflowing the primary content further comprises making changes to the Document Object Model tree and reflowing the document according to the changes.

11. (Original) The method of claim 1 wherein identifying secondary content to be displayed in conjunction with the primary content further comprises identifying secondary content having a time based designation for causing at least one of i) an alternating of the display of the secondary content with other designated secondary content in a same white space, and ii) a displaying of the identified secondary content in the white space for only the time period specified.

12. (Currently Amended) A computer program, on a nonvolatile or volatile computer ~~usable~~ readable medium, having program code means for rendering a document on a display, comprising:

means for receiving primary content of the document to be displayed;

means for identifying secondary content to be displayed in conjunction with the primary content;

means for determining whether there is available white space within the primary content, when displayed within a display area, to accommodate the secondary content;

means for embedding the secondary content in the available white space if it is determined that there is available white space to accommodate the secondary content;
and

means, responsive to determining the white space is not available, for reflowing the primary content to form suitable white space in the display area and embedding the secondary content in the suitable white space formed.

13. (Currently Amended) The computer program of claim 12 further comprising:
means for identifying a user action to change a portion of the primary content currently displayed in the display area;
means for determining whether there is available white space within the portion of primary content currently displayed in the display area to accommodate the secondary content; [[and]]
means for embedding the secondary content in the available white space if it is determined that there is available white space to accommodate the secondary content; and
means, responsive to determining the white space is not available, for reflowing the primary content to form suitable white space in the display area and embedding the secondary content in the suitable white space formed.
14. (Previously Presented) The computer program of claim 12 wherein the means for identifying secondary content further comprises means for receiving a designation associated with receiving secondary content indicating that the secondary content is to be persistently displayed within white space within the display area regardless of a user action of at least one of adjusting the portion of the primary content currently displayed within the display area and adjusting a size of said display area.
15. (Original) The computer program of claim 12 wherein the means for identifying secondary content comprises means for generating a viewer object containing the secondary content.
16. (Original) The computer program of claim 12 further comprising means for automatically resizing the secondary content to fill the determined white space.

17. (Original) The computer program of claim 12 wherein means for identifying secondary content to be displayed in conjunction with the primary content further comprises means for identifying secondary content having a time based designation for causing at least one of i) an alternating of the display of the secondary content with other designated secondary content in a same white space, and ii) a displaying of the identified secondary content in the white space for only the time period specified.

18. (Previously Presented) The computer program of claim 12 wherein the means for determining whether there is available white space further comprises means for determining the areas of the data elements in the document used through a Document Object Model Interface.

19. (Previously Presented) A computer system running a viewer program having means for rendering a document on a display, comprising:

means for receiving primary content of the document to be displayed;

means for identifying secondary content to be displayed in conjunction with the primary content;

means for determining whether there is available white space within the primary content, when displayed within a display area, to accommodate the secondary content;

means for embedding the secondary content in the available white space if it is determined that there is available white space to accommodate the secondary content;
and

means, responsive to determining the white space is not available, for reflowing the primary content to form suitable white space in the display area and embedding the secondary content in the suitable white space formed.

20. (Currently Amended) The computer system of claim 19 further comprising:
means for identifying a user action to change a portion of the primary content currently displayed in the display area;
means for determining whether there is available white space within the portion of primary content currently displayed in the display area to accommodate the secondary content; [[and]]
means for embedding the secondary content in the available white space if it is determined that there is available white space to accommodate the secondary content; and
means, responsive to determining the white space is not available, for reflowing the primary content to form suitable white space in the display area and embedding the secondary content in the suitable white space formed.
21. (Previously Presented) The computer system of claim 19 wherein the means for identifying secondary content further comprises means for receiving a designation associated with receiving secondary content indicating that the secondary content is to be persistently displayed within white space within the display area regardless of a user action of at least one of adjusting the portion of the primary content currently displayed within the display area and adjusting a size of said display area.
22. (Original) The computer system of claim 19 wherein the means for identifying secondary content comprises means for generating a viewer object containing the secondary content.
23. (Original) The computer system of claim 19 wherein the means for receiving a designation further comprises means for retrieving the designation from a database accessible to the viewer program.
24. (Original) The computer system of claim 19 further comprising means for automatically resizing the secondary content to fill the determined white space.

25. (Previously Presented) The computer system of claim 19 wherein the means for determining whether there is available white space further comprises means for determining the areas of the data elements in the document used through a Document Object Model Interface.

26. (Previously Presented) A method for sending a rendered document from a server to a client over a network, comprising:

- receiving primary content of the document to be displayed;
- identifying secondary content to be displayed in conjunction with the primary content;
- determining whether there is available white space within the primary content, when displayed within a display area, to accommodate the secondary content;
- embedding the secondary content in the available white space if it is determined that there is available white space to accommodate the secondary content;
- responsive to determining the white space is not available, reflowing the primary content to form suitable white space in the display area and embedding the secondary content in the suitable white space formed; and
- sending the document with the embedded secondary content to the client for display.

27. (Currently Amended) A computer system having means for sending a rendered document to a client over a network, comprising:

means for receiving primary content of the document to be displayed;

means for identifying secondary content to be displayed in conjunction with the primary content;

means for determining whether there is available white space within the primary content, when displayed within a displayable area, to accommodate the secondary content;

means for embedding the secondary content in the available white space if it is determined that there is available white space to accommodate the secondary content; [[and]]

means, responsive to determining the white space is not available, for reflowing the primary content to form suitable white space in the display area and embedding the secondary content in the suitable white space formed[.];and

means for sending the document with the embedded secondary content to the client for display.

Claims 28-30 (Canceled).